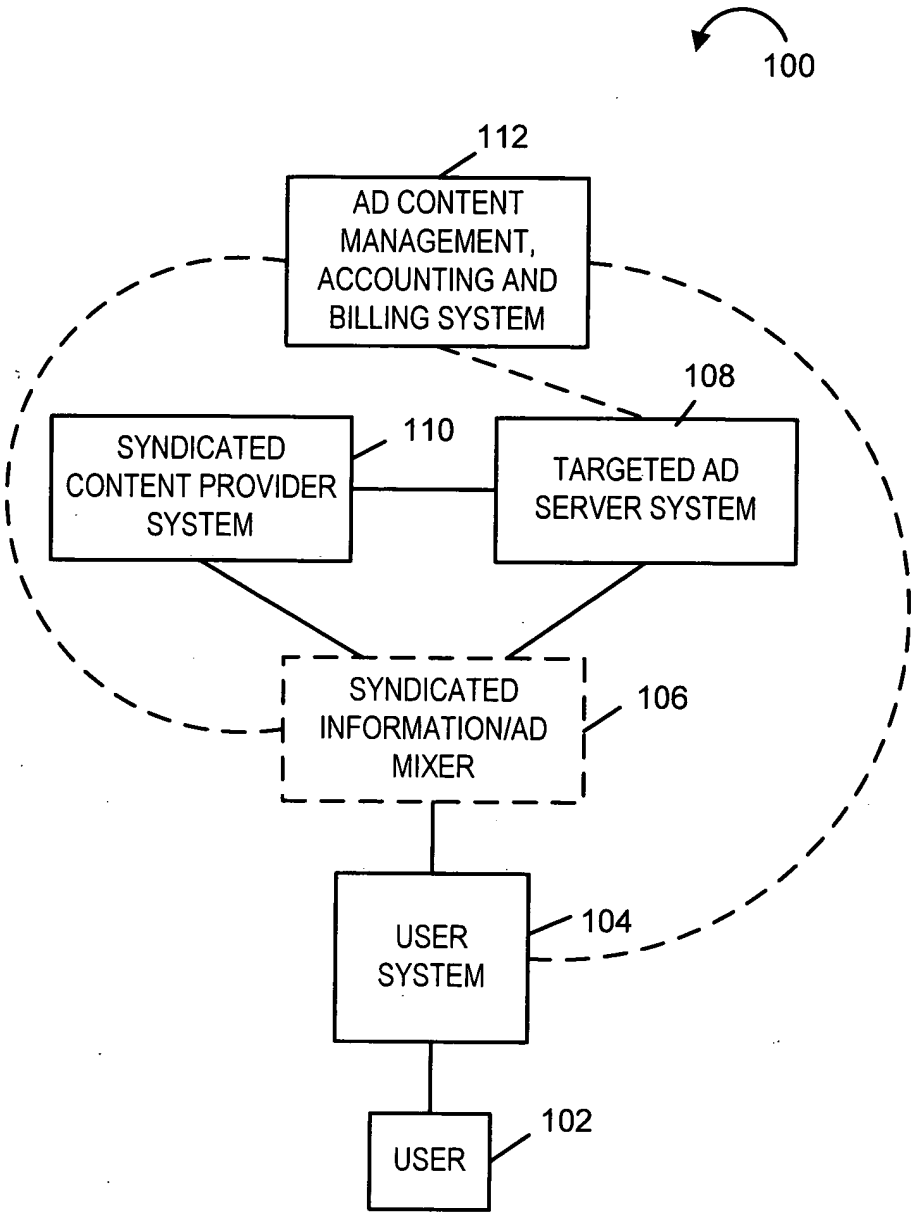
100
112
AD CONTENT MANAGEMENT, ACCOUNTING AND BILLING SYSTEM
108
SYNDICATED CONTENT PROVIDER SYSTEM
110
TARGETED AD SERVER SYSTEM
SYNDICATED INFORMATION/AD MIXER
106
USER SYSTEM
104
USER
102

Fig. 1

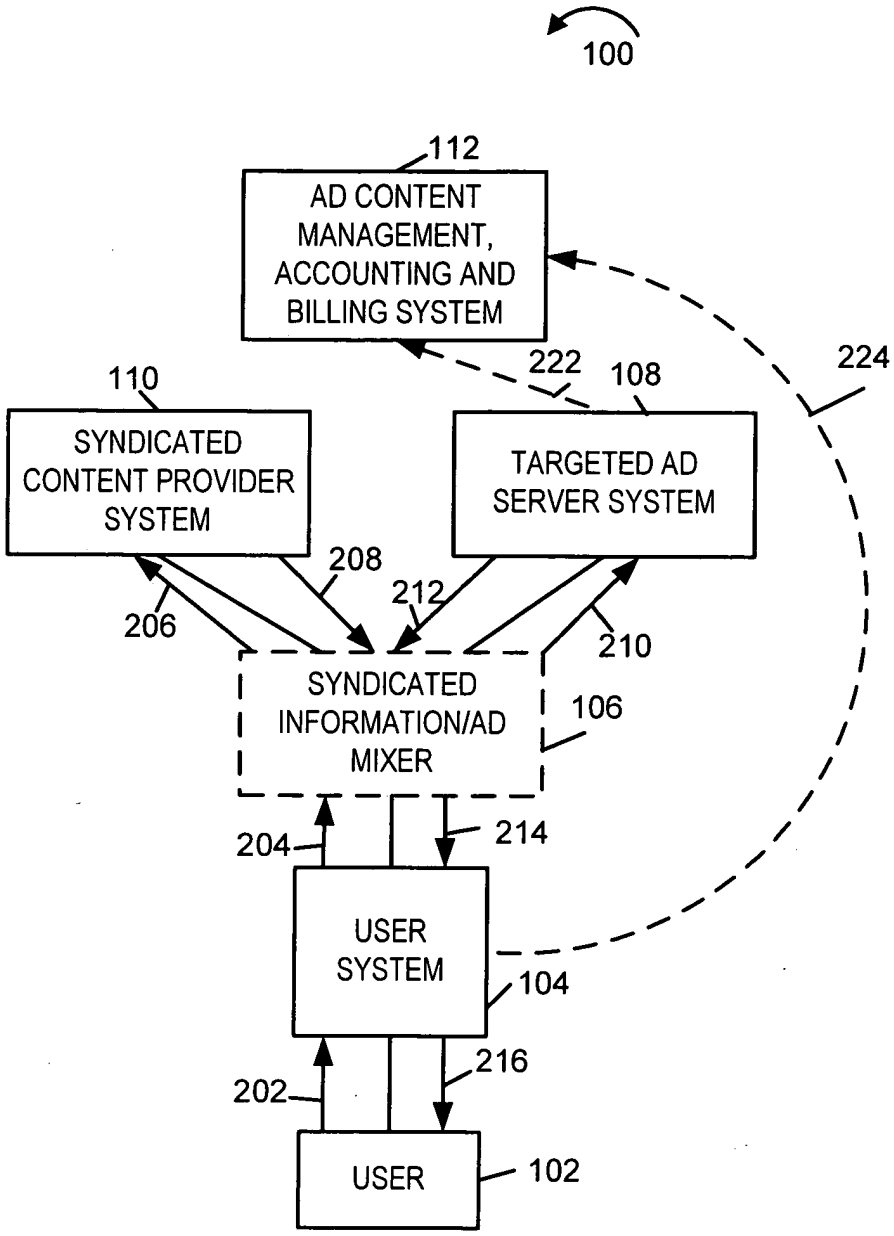
100
112
AD CONTENT MANAGEMENT, ACCOUNTING AND BILLING SYSTEM
222
108
224
110
SYNDICATED CONTENT PROVIDER SYSTEM
TARGETED AD SERVER SYSTEM
208
212
206
210
SYNDICATED INFORMATION/AD MIXER
106
204
214
USER SYSTEM
104
216
202
USER
102

Fig. 2

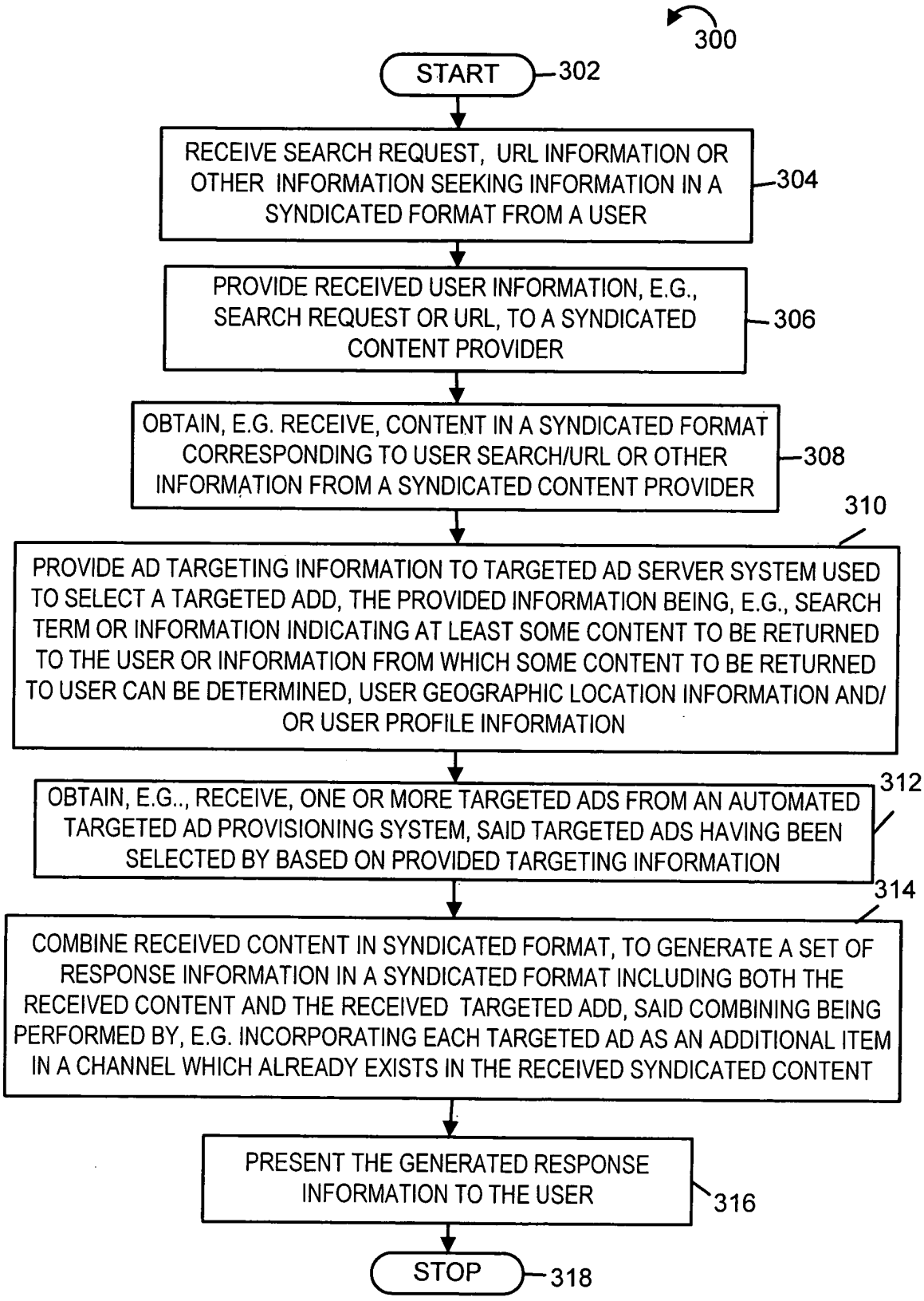
300
START
302
RECEIVE SEARCH REQUEST, URL INFORMATION OR OTHER INFORMATION SEEKING INFORMATION IN A SYNDICATED FORMAT FROM A USER
304
PROVIDE RECEIVED USER INFORMATION, E.G., SEARCH REQUEST OR URL, TO A SYNDICATED CONTENT PROVIDER
306
OBTAIN, E.G. RECEIVE, CONTENT IN A SYNDICATED FORMAT CORRESPONDING TO USER SEARCH/URL OR OTHER INFORMATION FROM A SYNDICATED CONTENT PROVIDER
308
310
PROVIDE AD TARGETING INFORMATION TO TARGETED AD SERVER SYSTEM USED TO SELECT A TARGETED ADD, THE PROVIDED INFORMATION BEING, E.G., SEARCH TERM OR INFORMATION INDICATING AT LEAST SOME CONTENT TO BE RETURNED TO THE USER OR INFORMATION FROM WHICH SOME CONTENT TO BE RETURNED TO USER CAN BE DETERMINED, USER GEOGRAPHIC LOCATION INFORMATION AND/ OR USER PROFILE INFORMATION
312
OBTAIN, E.G.., RECEIVE, ONE OR MORE TARGETED ADS FROM AN AUTOMATED TARGETED AD PROVISIONING SYSTEM, SAID TARGETED ADS HAVING BEEN SELECTED BY BASED ON PROVIDED TARGETING INFORMATION
314
COMBINE RECEIVED CONTENT IN SYNDICATED FORMAT, TO GENERATE A SET OF RESPONSE INFORMATION IN A SYNDICATED FORMAT INCLUDING BOTH THE RECEIVED CONTENT AND THE RECEIVED TARGETED ADD, SAID COMBINING BEING PERFORMED BY, E.G. INCORPORATING EACH TARGETED AD AS AN ADDITIONAL ITEM IN A CHANNEL WHICH ALREADY EXISTS IN THE RECEIVED SYNDICATED CONTENT
PRESENT THE GENERATED RESPONSE INFORMATION TO THE USER
316
STOP
318

Fig. 3

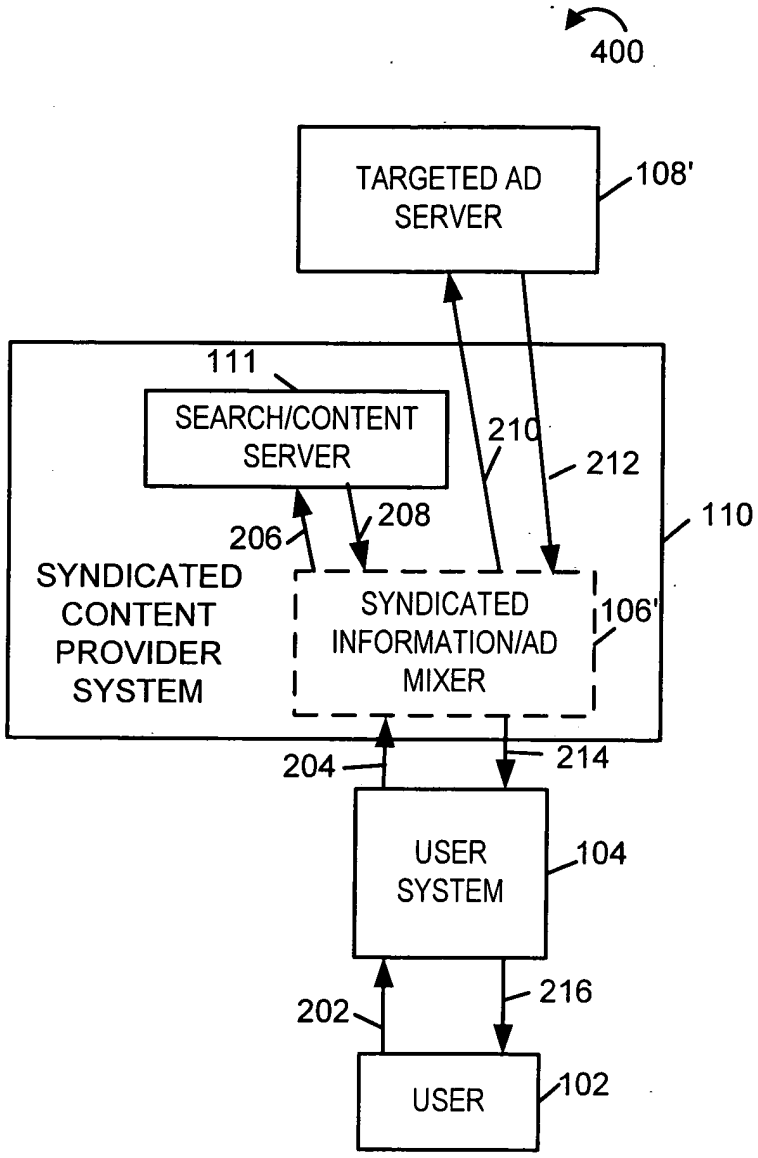
400
TARGETED AD SERVER
108'
111
SEARCH/CONTENT SERVER
210
212
110
206
208
SYNDICATED CONTENT PROVIDER SYSTEM
SYNDICATED INFORMATION/AD MIXER
106'
204
214
USER SYSTEM
104
202
216
USER
102

Fig. 4

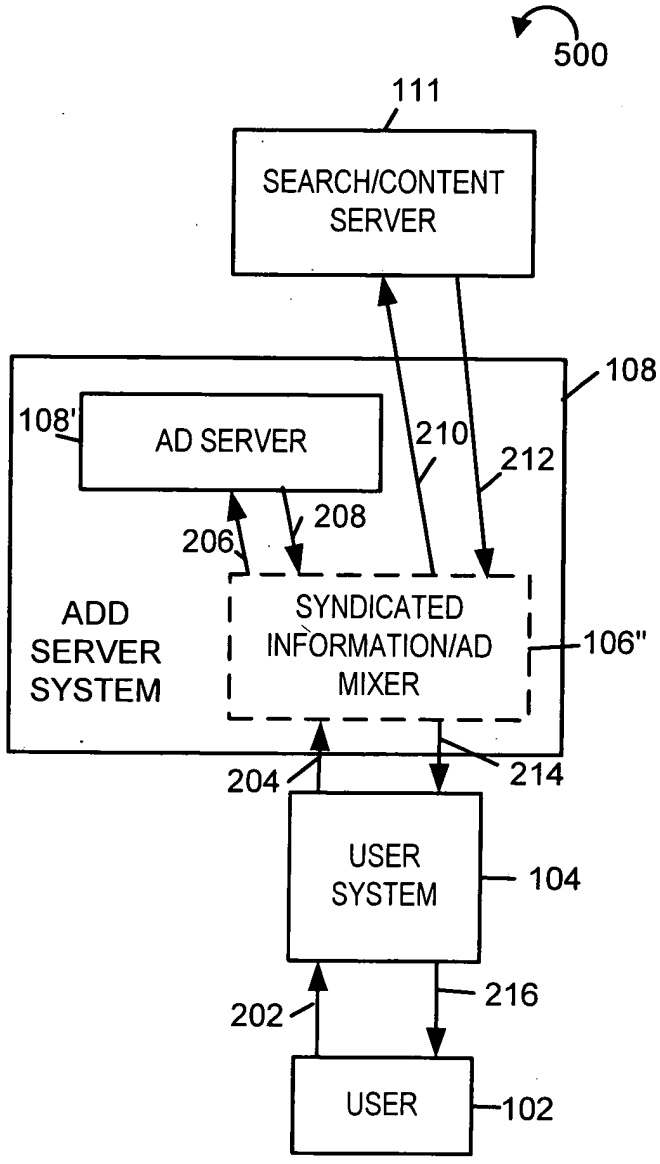
500
111
SEARCH/CONTENT SERVER
108
108'
AD SERVER
210
212
208
206
ADD SERVER SYSTEM
SYNDICATED INFORMATION/AD MIXER
106"
204
214
USER SYSTEM
104
216
202
USER
102

Fig. 5

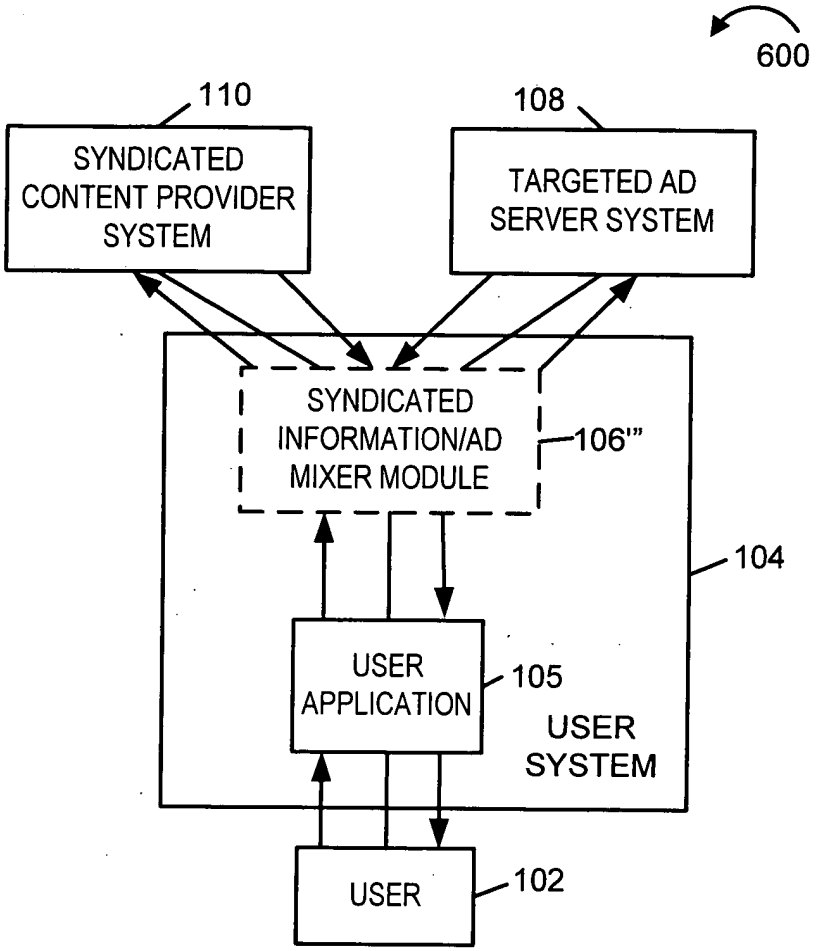
600
110
SYNDICATED CONTENT PROVIDER SYSTEM
108
TARGETED AD SERVER SYSTEM
SYNDICATED INFORMATION/AD MIXER MODULE
106'''
104
USER APPLICATION
105
USER SYSTEM
USER
102

Fig. 6

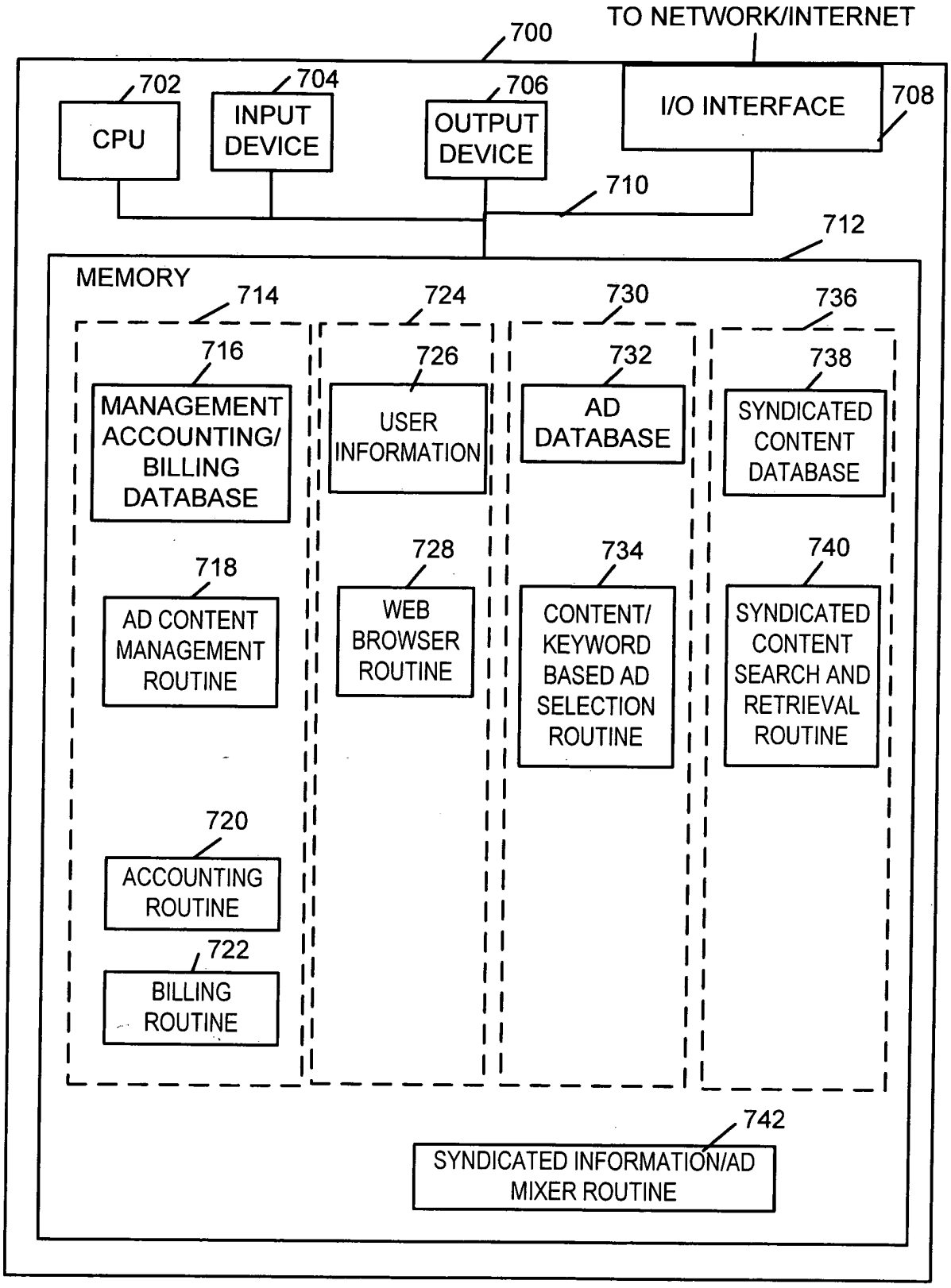
TO NETWORK/INTERNET
700
702
CPU
704
INPUT DEVICE
706
OUTPUT DEVICE
I/O INTERFACE
708
710
712
MEMORY
714
716
MANAGEMENT ACCOUNTING/ BILLING DATABASE
718
AD CONTENT MANAGEMENT ROUTINE
720
ACCOUNTING ROUTINE
722
BILLING ROUTINE
724
726
USER INFORMATION
728
WEB BROWSER ROUTINE
730
732
AD DATABASE
734
CONTENT/ KEYWORD BASED AD SELECTION ROUTINE
736
738
SYNDICATED CONTENT DATABASE
740
SYNDICATED CONTENT SEARCH AND RETRIEVAL ROUTINE
742
SYNDICATED INFORMATION/AD MIXER ROUTINE

Fig. 7

802

```
?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
  <title>Google search for flowers</title>                    ← 804
  <link>http://www.google.com/search?q=flowers</link>         ← 806
  <description>Google search for flowers</description>        ← 808
  <language>en</language><item>

  <item>
    <title>1-800-FLOWERS.COM - Flowers, Plants, Gourmet and Sweets,
Unique ...</title>

<link>http://www.800flowers.com/flowers/welcome.asp?section=0</link>
    <description>Flowers, unique gifts, gourmet foods, sweets, plants
and Specialty Boutique items</description>
  </item>                                                     } 810

  <item>
    <title>FLORIST FLOWERS - Florist delivered or Virtual FlowersR -
...</title>
    <link>http://www.virtualflowers.com/</link>
    <description>Virtual FlowersR (VirtualFlowers.ComR)- Welcome! We
... occasions. Virtual
    Flowers is the home of the Original FREE Virtual Bouquet!
...</description>
  </item>                                                     } 812


  <item>
    <title>FTD.COM - Welcome to FTD.COM - Flower Bouquets and Gifts for
All ... </title>
    <link>http://www.ftd.com/</link>
    <description>... Services Customer Service Gift Advisor FTD Good
Neighbor Day, Extras FREE Greetings
    Win A Summer Cookout Living Virtual Flower FREE Screensavers
Flowers & Plant ...
    </description>                                            } 814
  </item>
</channel></rss>
```

Fig. 8

900

```
 <item>
    <title>Flowers at 1-800-FLOWERS</title>

<link>http://www.google.com/url?q=http://www.1800flowers.com/flowers/x_
e
.asp%3Fr%3DflowersEX3FTAWGOO%26g%3Dflowers/welcome.asp%253Fsection%253D
1
&sa=l&ai=A5q9oB2PW_EouEkKxRQM7I2rCpHtrCkNiobg1XmZBMEAkOFAsK6ZABgQAYaBA&
n
um=1</link>
    <description>Same-Day Delivery Nationwide 100% Satisfaction
Guaranteed!</description>
  </item>
```

902

Fig. 9

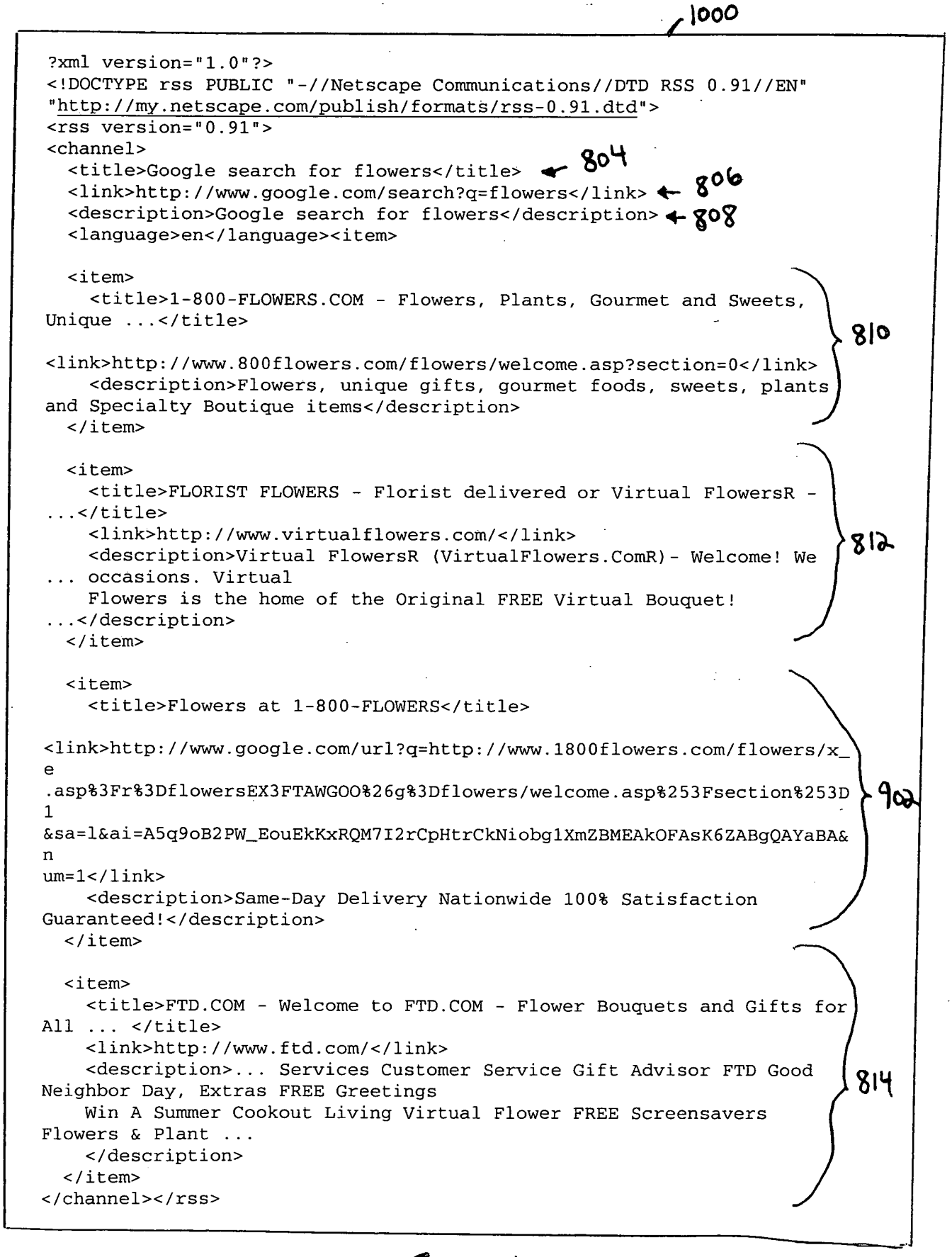
1000
?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
<title>Google search for flowers</title>
804
<link>http://www.google.com/search?q=flowers</link>
806
<description>Google search for flowers</description>
808
<language>en</language><item>
<item>
<title>1-800-FLOWERS.COM - Flowers, Plants, Gourmet and Sweets,
Unique ...</title>
<link>http://www.800flowers.com/flowers/welcome.asp?section=0</link>
<description>Flowers, unique gifts, gourmet foods, sweets, plants
and Specialty Boutique items</description>
</item>
810
<item>
<title>FLORIST FLOWERS - Florist delivered or Virtual FlowersR -
...</title>
<link>http://www.virtualflowers.com/</link>
<description>Virtual FlowersR (VirtualFlowers.ComR)- Welcome! We
... occasions. Virtual
Flowers is the home of the Original FREE Virtual Bouquet!
...</description>
</item>
812
<item>
<title>Flowers at 1-800-FLOWERS</title>
<link>http://www.google.com/url?q=http://www.1800flowers.com/flowers/x_
e
.asp%3Fr%3DflowersEX3FTAWGOO%26g%3Dflowers/welcome.asp%253Fsection%253D
1
&sa=l&ai=A5q9oB2PW_EouEkKxRQM7I2rCpHtrCkNiobg1XmZBMEAkOFAsK6ZABgQAYaBA&
n
um=1</link>
<description>Same-Day Delivery Nationwide 100% Satisfaction
Guaranteed!</description>
</item>
902
<item>
<title>FTD.COM - Welcome to FTD.COM - Flower Bouquets and Gifts for
All ... </title>
<link>http://www.ftd.com/</link>
<description>... Services Customer Service Gift Advisor FTD Good
Neighbor Day, Extras FREE Greetings
Win A Summer Cookout Living Virtual Flower FREE Screensavers
Flowers & Plant ...
</description>
</item>
</channel></rss>
814

Fig. 10

1100

```
<?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
  <title>Marsha's Weblog</title>
  <link>http://www.example.com/~marsha/weblog/</link>
  <description>All things Marsha</description>
  <language>en</language>

  <item>
    <title>My new cat!</title>
    <link>http://www.example.com/~marsha/weblog/whiskers.html</link>
    <description>I got the best Christmas present, a new cat...</description>
  </item>

  <item>
    <title>Fantastic dinner</title>
    <link>http://www.example.com/~marsha/weblog/dinner.html</link>
    <description>Had a great dinner last night, delicious steaks...</description>
  </item>
</channel></rss>
```

1101 1102 1104 1106 1108 1110

Fig. 11

1200

```
  <item>
    <title>Gourmet steaks</title>

<link>http://pagead2.googlesyndication.com/pagead/adclick?sa=l&ai=AdCTbJzj7_0-7OQJnh
pt8EvZC1ublDOsqOrAwNexAHIAqTXfAAAsmMEABCgpFAAwd3dnLt9mYpxWZ3hWYjtmLj9WbAEjMwgnNwAzXh
NHAAA&num=2&adurl=https://www.example.com/Merchant2/steaks&client=ca-pub-71230323861
20886</link>
    <description>Delicious meat delivered right to your door. Free
shipping.</description>
  </item>
```

1202

Fig. 12

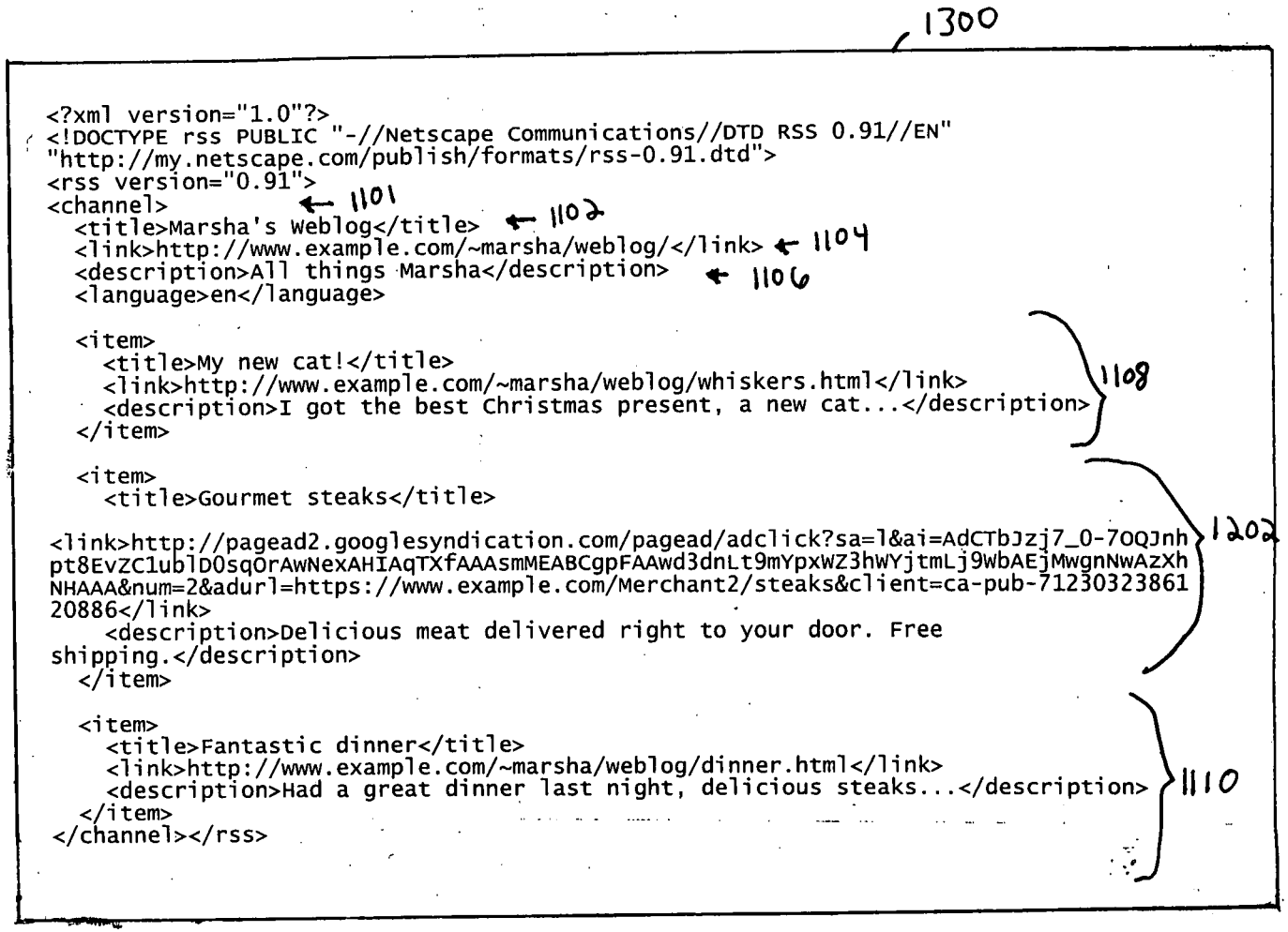
1300
<?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
1101
<title>Marsha's Weblog</title>
1102
<link>http://www.example.com/~marsha/weblog/</link>
1104
<description>All things Marsha</description>
1106
<language>en</language>
<item>
<title>My new cat!</title>
<link>http://www.example.com/~marsha/weblog/whiskers.html</link>
<description>I got the best Christmas present, a new cat...</description>
1108
</item>
<item>
<title>Gourmet steaks</title>
<link>http://pagead2.googlesyndication.com/pagead/adclick?sa=l&ai=AdCTbJzj7_0-7OQJnh
pt8EvZC1ublDOsqOrAwNexAHIAqTXfAAAsmMEABCgpFAAwd3dnLt9mYpxWZ3hWYjtmLj9WbAEjMwgnNwAzXh
NHAAA&num=2&adurl=https://www.example.com/Merchant2/steaks&client=ca-pub-71230323861
20886</link>
1202
<description>Delicious meat delivered right to your door. Free
shipping.</description>
</item>
<item>
<title>Fantastic dinner</title>
<link>http://www.example.com/~marsha/weblog/dinner.html</link>
<description>Had a great dinner last night, delicious steaks...</description>
1110
</item>
</channel></rss>

Fig. 13

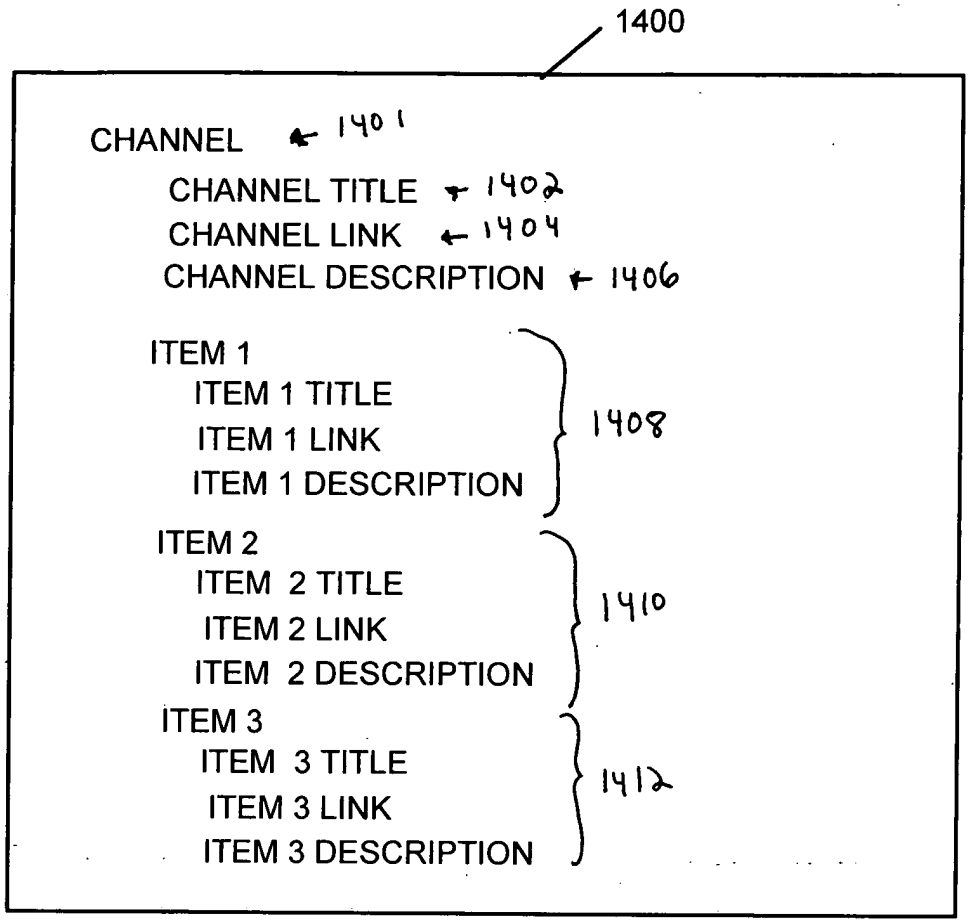
1400
CHANNEL
1401
CHANNEL TITLE
1402
CHANNEL LINK
1404
CHANNEL DESCRIPTION
1406
ITEM 1
ITEM 1 TITLE
ITEM 1 LINK
ITEM 1 DESCRIPTION
1408
ITEM 2
ITEM 2 TITLE
ITEM 2 LINK
ITEM 2 DESCRIPTION
1410
ITEM 3
ITEM 3 TITLE
ITEM 3 LINK
ITEM 3 DESCRIPTION
1412

Fig. 14

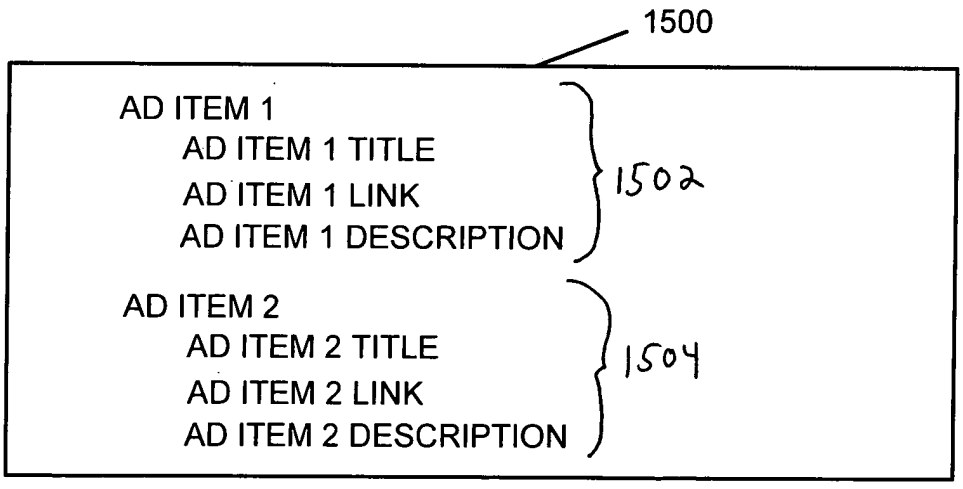
1500
AD ITEM 1
AD ITEM 1 TITLE
AD ITEM 1 LINK
AD ITEM 1 DESCRIPTION
1502
AD ITEM 2
AD ITEM 2 TITLE
AD ITEM 2 LINK
AD ITEM 2 DESCRIPTION
1504

Fig. 15

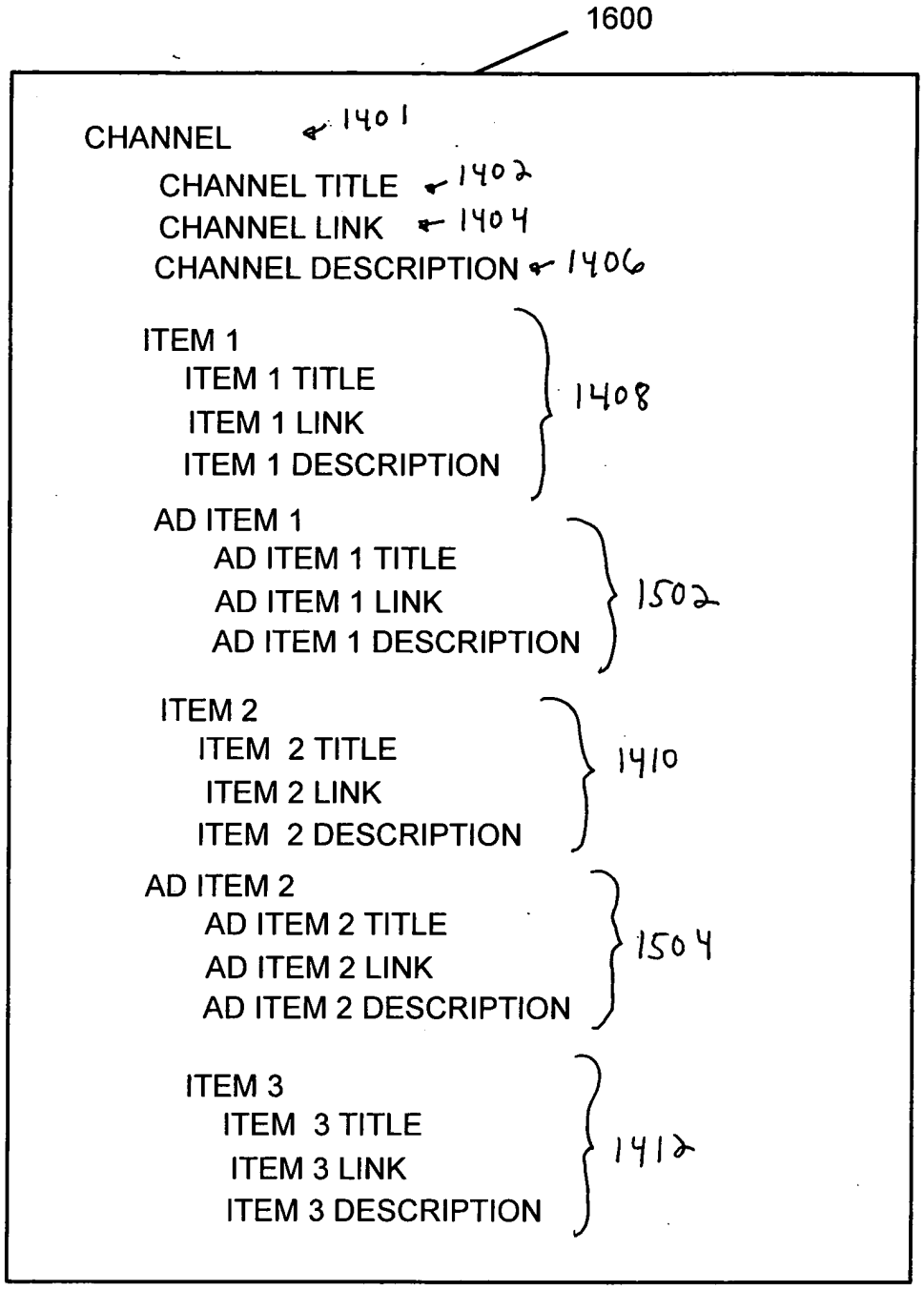
1600
CHANNEL
1401
CHANNEL TITLE
1402
CHANNEL LINK
1404
CHANNEL DESCRIPTION
1406
ITEM 1
ITEM 1 TITLE
ITEM 1 LINK
ITEM 1 DESCRIPTION
1408
AD ITEM 1
AD ITEM 1 TITLE
AD ITEM 1 LINK
AD ITEM 1 DESCRIPTION
1502
ITEM 2
ITEM 2 TITLE
ITEM 2 LINK
ITEM 2 DESCRIPTION
1410
AD ITEM 2
AD ITEM 2 TITLE
AD ITEM 2 LINK
AD ITEM 2 DESCRIPTION
1504
ITEM 3
ITEM 3 TITLE
ITEM 3 LINK
ITEM 3 DESCRIPTION
1412

Fig. 16